

**IN THE UNITED STATES**

**PATENT AND TRADEMARK OFFICE**

APPLICANTS: Justin T. Nguyen et al.  
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MAIL STOP APPEAL BRIEF - PATENTS  
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**AMENDED APPEAL BRIEF**

Pursuant to the requirements of 37 C.F.R. § 41.37 and the Notification of Non-Compliant Appeal Brief mailed March 21, 2007, please consider this document as the Appellant's Brief in the present application currently before the Board of Patent Appeals and Interferences (hereinafter "the Board").

***Real Party in Interest***

The subject application is owned by the StarCite, Inc. Assignment from inventors Nguyen, Chang, Chin, Yang, Peltz, Loh, Han, Kang, Ku and Kuo to SeeUthere.com, Inc. was recorded on January 26, 2005 at Reel 015623, Frame 0940. Assignment from inventor Thackeray to OnVantage, Inc. was recorded on January 26, 2005 at Reel 015623, Frame 0901.

Assignment from SeeUthere.com, Inc. to OnVantage, Inc. was recorded on November 30, 2006 at Reel 018569, Frame 0541. StarCite, Inc. and OnVantage, Inc. merged on January 8, 2007 and became StarCite, Inc.

### ***Related Appeals and Interferences***

There are no known related appeals or interferences that may directly affect, be directly affected by, or have a bearing on the Board's decision in the pending appeal.

### ***Status of Claims***

Claims 1-64 are currently pending in the present application. These claims were rejected in the final Office action of May 31, 2006. Specifically, claims 1-10, 12-21, 23-40, 42-56 and 58-64 were rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 6,029,141 (hereafter "Bezos"). Claims 11, 22, 41 and 57 were rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos in view of U.S. Patent No. 6,507,870 (hereafter "Yokell").

The Notice of Panel Decision from Pre-Appeal Brief Review dated October 26, 2006 (herein after "the Notice") indicates that the pre-appeal panel determined that the status of the claims 1-10, 12-21, 23-40, 42-56, 58-64 remains as described above. However, the Notice fails to identify the status of claims 11, 22, 41 and 57. Examiner stated in a November 30, 2006 telephone meeting that the status of the claims 11, 22, 41, and 57 also remains as described above.

The rejection of claims 1-64 is hereby appealed.

### ***Status of Amendments***

Appellants filed an Amendment After Final on July 31, 2006 proposing to amend claim 33. The Advisory Action mailed on August 7, 2006 did not indicate whether the proposed amendment was entered for purposes of appeal. Examiner stated in a phone meeting on November 30, 2006 that the proposed amendment is considered entered for purposes of appeal.

### ***Summary of Claimed Subject Matter***

The claimed invention is directed to methods, systems and computer readable media containing computer program for providing automated enterprise event organization and management. (See, e.g., Spec. p. 3, lines 3-4). In one embodiment, a web server 28 including online tools for event marketing and management is provided 10 to a user 22. (See, e.g., Figs. 1 and 2, Spec. p. 7, lines 10-11 and p. 9, lines 6-13). The user 22 can access the web server 28 through the Internet 24, and use 12 the online tools to create event pages and a registration page. (See, e.g., Figs. 1 and 2, Spec. p. 7, lines 11-14, p. 9, lines 6-8 and p. 12, lines 1-13). Different event pages can be forwarded 14 to participants from different participant groups to enable the participants to visit the registration page. (See, e.g., Figs. 1 and 2, Spec. p. 7, lines 16-18 and p. 12, lines 1-13). The participants can complete the registration page and return the registration page to the web server 28. (See, e.g., Figs. 1 and 2, Spec. p. 7, lines 20-22). The web server 28 can communicate 18 confirmations to the participants in response. (See, e.g., Figs. 1 and 2, Spec. p. 7, lines 20-23). Information received from the participants is communicated 20 to the user 22 in order to allow for further event marketing and management. (See, e.g., Figs. 1 and 2, Spec. p. 7, lines 24-26).

Claim 1: With exemplar reference to Figs. 1-2, independent claim 1 is a method for providing enterprise event marketing and management automation comprising the steps of: (a) providing 10 a website including online tools for event marketing and management; (See, e.g., Spec. p. 7, lines 10-11 and p. 9, lines 6-13); (b) allowing 12 a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event utilizing the online tools, each of the plurality of event pages being targeted to one of a plurality of participant groups, each of the plurality of participant groups comprising one or more participants, the event pages including a link to the registration page; (See, e.g., Spec. p. 7, lines 11-14, p. 9, lines 6-8 and p. 12, lines 1-13); (c) forwarding 14 a first event page of the plurality of event pages to a first participant of a first participant group to enable the first participant to establish a first communication with the registration page utilizing the link; (See, e.g., Spec. p. 7, lines 16-18 and p. 12, lines 1-13); (d) forwarding 16 the registration page to the first participant to be completed and returned in response to the first communication; (See, e.g., Spec. p. 7, lines 20-22 and p. 12, lines 1-13); (e) forwarding 14 a second event page of the plurality of event pages to a second participant of a second participant group to enable the second participant to establish a second communication with the registration page utilizing the link, the first event page being different from the second event page, the first participant group being different from the second participant group; (See, e.g., Spec. p. 7, lines 16-18 and p. 12, lines 1-13); (f) forwarding 16 the registration page to the second participant to be completed and returned in response to the second communication; (See, e.g., Spec. p. 7, lines 20-22 and p. 12, lines 1-13); (g) receiving the registration page and in response thereto communicating 18 confirmations to the first and second participants; (See, e.g., Spec. p. 7, lines 20-23 and p. 12,

lines 1-13); and (h) communicating to the user the information received from the first and second participants; (See, e.g., Spec. p. 7, lines 24-26 and p. 12, lines 1-13).

Claim 11: With exemplar reference to Fig. 4, dependent claim 11 is a method that incorporates all steps of the independent claim 1 as described above and further comprises associating a promotional code with the event in accordance with instructions from the user. (See, e.g., Spec. p. 8, lines 1-3, p. 10, lines 17-24, p. 15 and line 30 to p. 17, line 2.).

Claim 22: With exemplar reference to Fig. 1, dependent claim 22 is a method that incorporates all steps of the independent claim 1 as described above and further comprises generating a report about the event for at least one of the user and the first and second participants, wherein the report includes at least one of an ad hoc report and a canned report. (See, e.g., Spec. p. 7, lines 26-28, p. 8, lines 17-24 and p. 12, lines 1-13).

Claim 33: With exemplar reference to Figs. 1-2, independent claim 33 is a system for providing enterprise event marketing and management automation. The system comprises the following means-plus-function elements (where the reference numbers indicate the disclosure of the corresponding function): (a) means for allowing a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event, each of the plurality of event pages being targeted to one of a plurality of participant groups, each of the plurality of participant groups comprising one or more participants, the event pages including a link to the registration page; (28, see, e.g., Spec. p. 9, lines 6-13, p. 7, lines 10-14 and p. 12, lines 1-13); (b) means for forwarding a first event page of the plurality of event pages to a first participant of a first participant group to enable the first participant to establish a first communication with the registration page utilizing the link; (38, see, e.g., Spec. p. 9, lines 6-10, p. 7, lines 16-18 and p. 12, lines 1-13); (c) means for forwarding the registration page to the

first participant to be completed and returned in response to the first communication; (28, see, e.g., Spec. p. 9, lines 6-10, p. 7, lines 20-22 and p. 12, lines 1-13); (d) means for forwarding a second event page of the plurality of event pages to a second participant of a second participant group to enable the second participant to establish a second communication with the registration page utilizing the link, the first event page being different from the second event page, the first participant group being different from the second participant group; (38, see, e.g., Spec. p. 9, lines 6-10, p. 7, lines 16-18 and p. 12, lines 1-13); (c) means for forwarding the registration page to the second participant to be completed and returned in response to the second communication; (28, see, e.g., Spec. p. 9, lines 6-10, p. 7, lines 20-22 and p. 12, lines 1-13); (f) means for receiving the registration page and in response thereto communicating confirmations to the first and second participants; (28, see, e.g., Spec. p. 9, lines 6-10, p. 7, lines 20-23 and p. 12, lines 1-13); and (g) means for communicating to the user the information received from the first and second participants; (28, see, e.g., Spec. p. 9, lines 6-10, p. 7, lines 24-26 and p. 12, lines 1-13). Specifically, an example of a structure corresponding to these various “means” can be found in Fig. 2 and page 9, lines 5-16 of the Specification.

Claim 41: With exemplar reference to Figs. 1 and 4, dependent claim 41 is a system that incorporates all means-plus-function elements of the independent claim 33 as described above and further comprises means for associating a promotional code with the event in accordance with instructions from the user. (38, see, e.g., Spec. p. 9, lines 6-10, p. 8, lines 1-3, p. 10, lines 17-24, p. 15 and line 30 to p. 17, line 2.).

Claim 49: With exemplar reference to Figs. 1-2, independent claim 49 is a computer program embodied on a computer readable medium for providing enterprise event marketing and management automation. See, e.g., Fig. 2, and Spec. p. 9, lines 5-16. The Specification recites

a web server 28, a database 30, a file server 31 and a SMTP server 38. These servers 28, 31 and 38 inherently include computer readable medium and computer programs that implement the method described in Fig. 1 and Spec. p. 7, lines 8-28 to provide users 22 with an event planning services site. See, e.g., Fig. 2, and Spec. p. 9, lines 5-8. The computer program comprises the following code segments: (a) a code segment that provides a website including online tools for event marketing and management; (See, e.g., Spec. p. 7, lines 10-11 and p. 9, lines 6-13); (b) a code segment that allows a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event utilizing the online tools, each of the plurality of event pages being targeted to one of a plurality of participant groups, each of the plurality of participant groups comprising one or more participants, the event pages including a link to the registration page; (See, e.g., Spec. p. 7, lines 11-14, p. 9, lines 6-8 and p. 12, lines 1-13); (c) a code segment that forwards a first event page of the plurality of event pages to a first participant of a first participant group to enable the first participant to establish a first communication with the registration page utilizing the link; (See, e.g., Spec. p. 7, lines 16-18 and p. 12, lines 1-13); (d) a code segment that forwards the registration page to the first participant to be completed and returned in response to the first communication; (See, e.g., Spec. p. 7, lines 20-22 and p. 12, lines 1-13); (e) a code segment that forwards a second event page of the plurality of event pages to a second participant of a second participant group to enable the second participant to establish a second communication with the registration page utilizing the link, the first event page being different from the second event page, the first participant group being different from the second participant group; (See, e.g., Spec. p. 7, lines 16-18 and p. 12, lines 1-13); (f) a code segment that forwards the registration page to the second participant to be completed and returned in response to the second communication; (See, e.g., Spec. p. 7, lines 20-

22 and p. 12, lines 1-13); (g) a code segment that receives the registration page and in response thereto communicates confirmations to the first and second participants; (See, e.g., Spec. p. 7, lines 20-23 and p. 12, lines 1-13); and (h) a code segment that communicates to the user the information received from the first and second participants; (See, e.g., Spec. p. 7, lines 24-26 and p. 12, lines 1-13).

Claim 57: With exemplar reference to Fig. 4, dependent claim 57 is a computer program that incorporates all code segments of the independent claim 49 as described above and further comprises a code segment that associates a promotional code with the event in accordance with instructions from the user. (See, e.g., Spec. p. 8, lines 1-3, p. 10, lines 17-24, p. 15 and line 30 to p. 17, line 2.).

### ***Grounds of Rejection to be Reviewed on Appeal***

The grounds of rejection presented for review in the instant appeal are as follows:

Whether claims 1-10, 12-21, 23-40, 42-56 and 58-64 are anticipated under 35 U.S.C. §102(e) by Bezos; and

Whether claims 11, 22, 41 and 57 are rendered obvious under 35 U.S.C. §103(a) by Bezos in view of Yokell.

### ***Argument***

#### **I. Claims 1-10, 12-21, 23-40, 42-56 and 58-64 are not anticipated by Bezos.**

To render a claim unpatentable under §102, a single prior art reference must expressly or inherently describe each and every element in the claim. Verdegaal Bros. v. Union Oil Co., 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987). Moreover, the “identical invention must



be shown in as complete detail as is contained in the claim.” Richardson v. Suzuki Motor Co., 868 F.2d 1226, 1236, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989). The Examiner’s rejection of claims 1-10, 12-21, 23-40, 42-56 and 58-64 is improper because Bezos fails to disclose multiple limitations recited by claim 1.

Independent claim 1 recites a method for providing enterprise event marketing and management automation. Specifically, claim 1 recites:

- (a) providing a website including online tools for event marketing and management;
- (b) allowing a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event utilizing the online tools, each of the plurality of event pages being targeted to one of a plurality of participant groups, each of the plurality of participant groups comprising one or more participants, the event pages including a link to the registration page;
- (c) forwarding a first event page of the plurality of event pages to a first participant of a first participant group to enable the first participant to establish a first communication with the registration page utilizing the link;
- (d) forwarding the registration page to the first participant to be completed and returned in response to the first communication;
- (e) forwarding a second event page of the plurality of event pages to a second participant of a second participant group to enable the second participant to establish a second communication with the registration page utilizing the link, the first event page being different from the second event page, the first participant group being different from the second participant group;
- (f) forwarding the registration page to the second participant to be completed and returned in response to the second communication;
- (g) receiving the registration page and in response thereto communicating confirmations to the first and second participants; and

- (h) communicating to the user the information received from the first and second participants.

Thus, claim 1 recites a method allowing a user to “create a plurality of event pages describing an event and a registration page associated with the event,” forward an event page to a participant of a participant group, and forward a different event page to a participant of a different participant group. This claimed invention is beneficial in that a user can create multiple event pages tailored for different groups of participants (e.g., exhibitors, speakers, staff) and forward them to the intended participants.

Bezos, among other differences, fails to disclose the limitations discussed above. Bezos is directed to an Internet-based referral system where individuals can register to become associates of the referral system by visiting a merchant website. See Bezos, Abstract. The merchant website provides potential associates with registration instructions and an online application form. See Bezos, col. 10, lines 1-9; Figs. 1 and 2. The potential associates apply to become associates by filling in the online application form. See Bezos, col. 10, lines 10-17; Figs. 1 and 2. The merchant website initiates enrollment software that processes the application information obtained through the online application form and determines whether to accept the application. See Bezos, col. 10, lines 29-37; Fig. 2. Therefore, in Bezos, the merchant website allows the potential associates to read registration instructions and to fill in the online application form.

Bezos does not disclose “allowing a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event.” Instead, in Bezos, potential associates can retrieve and interact with *existing* pages from the merchant website (e.g., pages containing registration instructions, the online application form),

but cannot *create* any *new* pages. See Bezos, col. 10, lines 1-28, Fig. 2. This is different from the claimed invention, which allows users to “create a plurality of event pages” by communicating with the website.

Bezos also fails to disclose forwarding an event page to a participant of a participant group and forwarding a different event page to a participant of a different participant group. Instead, in Bezos, potential associates can request, retrieve and view a local store 136 of HTML documents through a web server 132. See Bezos, col. 10, lines 1-9; Fig. 2. Therefore, potential associates can access the same collection of documents, despite to their association with any groups. In fact, Bezos fails to disclose any group of potential associates. Therefore, Bezos, in contrast to the claimed invention, does not disclose forwarding different event pages to participants of different groups. As a result, Bezos clearly fails to disclose at least the limitations of claim 1 discussed above.

The Examiner’s brief statements in support of the §102 rejection failed to address the limitations recited by claim 1 discussed above. In the Final Office Action, the Examiner asserted that Bezos discloses a method that includes the limitations discussed above based on col. 6, line 40 to col. 11, line 26 and Fig. 2 of Bezos. See Final Office Action, p. 3-5.

However, these portions of Bezos merely disclose that a potential associate retrieves and fills out online registration application documents. This argument ignores the limitations of forwarding an event page to a participant of a participant group and forwarding a different event page to a participant of a different participant group, as claimed. This argument also confuses the difference between creating a page and filling out an online application form. Similarly, in the Advisory Action, the Examiner fails to address these limitations. Since Bezos does not disclose the identical invention in as complete detail as is contained in claim 1, the §102

rejection is improper. See Richardson, 868 F.2d at 1236. This reasoning applies equally to independent claims 33 and 49 as these claims contain the same limitations. Therefore, for the reasons described above, claims 1-10, 12-21, 23-40, 42-56 and 58-64 are patentable over Bezos.

**II. Claims 11, 22, 41 and 57 are not obvious in view of a combination of Bezos and Yokell because the totality of the references fails to disclose or suggest the claims' limitations.**

To render a claim unpatentable under §103, the prior art must teach or suggest *each and every* limitation in the claim. See In re Royka, 490 F.2d 981, 180 USPQ 580 (CCPA 1974); see also In re Fine, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988) (reversing §103 rejection because Examiner ignored material claim limitation that was absent from reference). The Examiner's rejection of claims 11, 22, 41 and 57 is improper because his suggested combination of Bezos and Yokell does not teach or suggest all of the limitations of the rejected claims.

Claims 11 and 22 are dependent on independent claim 1; claim 41 is dependent on independent claim 41; and claim 57 is dependent on independent claim 49. As described above, claims 1, 41 and 49 recite limitations of allowing a user to “create a plurality of event pages describing an event and a registration page associated with the event,” forward an event page to a participant of a participant group, and forward a different event page to a participant of a different participant group.

The references cited by the Examiner fail to teach or suggest these features. As discussed above, Bezos does not disclose allowing a user to “create a plurality of event pages describing an event and a registration page associated with the event,” nor does Bezos disclose or suggest the limitations of forwarding an event page to a participant of a participant group and forwarding a different event page to a participant of a different participant group.

Yokell does not remedy the deficiencies of Bezos. Yokell is directed to a system for providing a DSL service for a loop. See Yokell, Abstract. Yokell provides web-based software allowing customers to self qualify and order xDSL services via a web page, which is

different from a website where a user can create a plurality of event pages and a registration page by communicating with the website and forward different event pages to participants of different groups, as recited in the claimed invention. Accordingly, neither Bezos nor Yokell teaches or suggests the claimed features discussed above. For this reason, a person of ordinary skill in the art, considering the references either alone or in combination, would not find the limitations of claims 11, 22, 41 and 57 obvious. Therefore, the Examiner's rejection was improper and the claims are allowable over the cited art.

For the foregoing reasons, Appellants submit that the Examiner's rejection of claims 1-64 is erroneous, and respectfully request reversal.

Respectfully submitted,  
JUSTIN T. NGUYEN ET AL.

Dated: April 23, 2007

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## *Claims Appendix*

The claims involved in the instant appeal are as follows:

1. A method for providing enterprise event marketing and management automation comprising the steps of:
  - (a) providing a website including online tools for event marketing and management;
  - (b) allowing a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event utilizing the online tools, each of the plurality of event pages being targeted to one of a plurality of participant groups, each of the plurality of participant groups comprising one or more participants, the event pages including a link to the registration page;
  - (c) forwarding a first event page of the plurality of event pages to a first participant of a first participant group to enable the first participant to establish a first communication with the registration page utilizing the link;
  - (d) forwarding the registration page to the first participant to be completed and returned in response to the first communication;
  - (e) forwarding a second event page of the plurality of event pages to a second participant of a second participant group to enable the second participant to establish a second communication with the registration page utilizing the link, the first event page being different from the second event page, the first participant group being different from the second participant group;
  - (f) forwarding the registration page to the second participant to be completed and returned in response to the second communication;
  - (g) receiving the registration page and in response thereto communicating confirmations to the first and second participants; and
  - (h) communicating to the user the information received from the first and second participants.



2. A method as recited in claim 1, further comprising associating a fee with the event.
3. A method as recited in claim 2, wherein the fee for the event is requested from the first and second participants in response to receiving the registration page.
4. A method as recited in claim 1, further comprising querying the first and second participants for information associated with participant attendance to the event.
5. A method as recited in claim 1, wherein previously created event pages are utilized for creating at least one of new events and new registration pages.
6. A method as recited in claim 1, further comprising storing a contact file of the user.
7. A method as recited in claim 6, wherein the first and second participants are selected from the contact file.
8. A method as recited in claim 6, wherein the stored file is imported from another source.
9. A method as recited in claim 6, further comprising exporting the contact file.
10. A method as recited in claim 1, further comprising generating participant parameters, wherein the first and second participants are forwarded the event page according to the participant parameters.
11. A method as recited in claim 1, further comprising associating a promotion code with the event in accordance with instructions from the user.
12. A method as recited in claim 1, wherein a registration template is utilized to create the registration page.

13. A method as recited in claim 1, further comprising grouping a plurality of events under a single event.

14. A method as recited in claim 1, wherein the event has a maximum participant capacity associated therewith.

15. A method as recited in claim 14, further comprising presenting the first and second participants with the option of being waitlisted where maximum capacity has been reached.

16. A method as recited in claim 14, wherein the user receives a notification when a predetermined percentage of maximum participant capacity is reached.

17. A method as recited in claim 16, wherein the user is allowed to modify the maximum participant capacity in response to the notification.

18. A method as recited in claim 1, wherein the confirmation includes a ticket for admission to the event.

19. A method as recited in claim 1, further comprising generating a report about the event for at least one of the user and the first and second participants.

20. A method as recited in claim 19, wherein the report includes information pertaining to at least one of budget, expenses, revenues, travel, accommodations, participant information, event details, attendance details, sub-organization, cross-events, profiling, scheduling, registration, change between data conveyed on specified dates, and change between data conveyed at specified times.

21. A method as recited in claim 19, wherein the report may be generated according to at least one of a schedule.

22. A method as recited in claim 19, wherein the report includes at least one of an ad hoc report and a canned report.

23. A method as recited in claim 1, further comprising providing the user with data for tracking at least one of budget, expenses, and revenue.

24. A method as recited in claim 1, further comprising grouping one or more events into event categories.

25. A method as recited in claim 1, further comprising providing to the first and second participants at least one of accommodation information and travel information.

26. A method as recited in claim 1, further comprising organizing participants into the plurality of participant groups.

27. A method as recited in claim 1, further comprising assigning a first type to the first participant and a second type to the second participant.

28. A method as recited in claim 1, further comprising providing at least one of specified travel and accommodations according to participant type.

29. A method as recited in claim 1, further comprising assigning a first login to the first participant and a second login to the second participant.

30. A method as recited in claim 1, further comprising forwarding a survey to the first and second participants.

31. A method as recited in claim 1, further comprising receiving information related to a guest of the first or second participant on the registration page.

32. A method as recited in claim 1, wherein travel can be arranged utilizing an online booking system.

33. A system for providing enterprise event marketing and management automation comprising:

- (a) means for allowing a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event, each of the plurality of event pages being targeted to one of a plurality of participant groups, each of the plurality of participant groups comprising one or more participants, the event pages including a link to the registration page;
- (b) means for forwarding a first event page of the plurality of event pages to a first participant of a first participant group to enable the first participant to establish a first communication with the registration page utilizing the link;
- (c) means for forwarding the registration page to the first participant to be completed and returned in response to the first communication;
- (d) means for forwarding a second event page of the plurality of event pages to a second participant of a second participant group to enable the second participant to establish a second communication with the registration page utilizing the link, the first event page being different from the second event page, the first participant group being different from the second participant group;
- (e) means for forwarding the registration page to the second participant to be completed and returned in response to the second communication;
- (f) means for receiving the registration page and in response thereto communicating confirmations to the first and second participants; and
- (g) means for communicating to the user the information received from the first and second participants.

34. A system as recited in claim 33, further comprising means for associating a fee with the event.

35. A system as recited in claim 34, wherein the fee for the event is requested from the first and second participants in response to receiving the registration page.

36. A system as recited in claim 33, further comprising means for querying the first and second participants for information associated with participant attendance to the event.

37. A system as recited in claim 33, wherein previously created event pages are utilized for creating at least one of new events and new registration pages.

38. A system as recited in claim 33, further comprising means for storing a contact file of the user.

39. A system as recited in claim 38, wherein the first and second participants are selected from the contact file.

40. A system as recited in claim 33, further comprising means for generating participant parameters, wherein the first and second participants are forwarded the event page according to the participant parameters.

41. A system as recited in claim 33, further comprising means for associating a promotion code with the event in accordance with instructions from the user.

42. A system as recited in claim 33, wherein a registration template is utilized to create the registration page.

43. A system as recited in claim 33, further comprising means for generating a report about the event for at least one of the user and the first and second participants.

44. A system as recited in claim 33, wherein the event has a maximum participant capacity associated therewith.

45. A system as recited in claim 44, further comprising means for presenting the first and second participants with the option of being waitlisted where maximum capacity has been reached.

46. A system as recited in claim 44, wherein the user receives a notification when a predetermined percentage of maximum participant capacity is reached.

47. A system as recited in claim 46, wherein the user is allowed to modify the maximum participant capacity in response to the notification.

48. A system as recited in claim 33, wherein the confirmation includes a ticket for admission to the event.

49. A computer program embodied on a computer readable medium for providing enterprise event marketing and management automation comprising:

- (a) a code segment that provides a website including online tools for event marketing and management;
- (b) a code segment that allows a user in communication with the website to create a plurality of event pages describing an event and a registration page associated with the event utilizing the online tools, each of the plurality of event pages being targeted to one of a plurality of participant groups, each of the plurality of participant groups comprising one or more participants, the event pages including a link to the registration page;
- (c) a code segment that forwards a first event page of the plurality of event pages to a first participant of a first participant group to enable the first participant to establish a first communication with the registration page utilizing the link;
- (d) a code segment that forwards the registration page to the first participant to be completed and returned in response to the first communication;

- (e) a code segment that forwards a second event page of the plurality of event pages to a second participant of a second participant group to enable the second participant to establish a second communication with the registration page utilizing the link, the first event page being different from the second event page, the first participant group being different from the second participant group;
- (f) a code segment that forwards the registration page to the second participant to be completed and returned in response to the second communication;
- (g) a code segment that receives the registration page and in response thereto communicates confirmations to the first and second participants; and
- (h) a code segment that communicates to the user the information received from the first and second participants.

50. A computer program as recited in claim 49, further comprising a code segment that associates a fee with the event.

51. A computer program as recited in claim 50, wherein the fee for the event is requested from the first and second participants in response to receiving the registration page.

52. A computer program as recited in claim 49, further comprising a code segment that queries the first and second participants for information associated with participant attendance to the event.

53. A computer program as recited in claim 49, wherein previously created event pages are utilized for creating at least one of new events and new registration pages.

54. A computer program as recited in claim 49, further comprising a code segment that stores a contact file of the user.

55. A computer program as recited in claim 54, wherein the first and second participants are selected from the contact file.

56. A computer program as recited in claim 49, further comprising a code segment that generates participant parameters, wherein the first and second participants are forwarded the event page according to the participant parameters.

57. A computer program as recited in claim 49, further comprising a code segment that associates a promotion code with the event in accordance with instructions from the user.

58. A computer program as recited in claim 49, wherein a registration template is utilized to create the registration page.

59. A computer program as recited in claim 49, further comprising a code segment that generates a report about the event for at least one of the user and the first and second participants.

60. A computer program as recited in claim 49, wherein the event has a maximum participant capacity associated therewith.

61. A computer program as recited in claim 60, further comprising a code segment that presents the first and second participants with the option of being waitlisted where maximum capacity has been reached.

62. A computer program as recited in claim 60, wherein the user receives a notification when a predetermined percentage of maximum participant capacity is reached.

63. A computer program as recited in claim 62, wherein the user is allowed to modify the maximum participant capacity in response to the notification.

64. A computer program as recited in claim 49, wherein the confirmation includes a ticket for admission to the event.



### *Evidence Appendix*

No evidence of the types described in 37 CFR § 41.37(c)(1)(ix) has been submitted during prosecution of the present application.

*Related Proceedings Appendix*

To the best knowledge of Appellant and the Appellant's legal representative, there are no decisions rendered by a court or the Board that may directly affect, be affected by, or have a bearing on the decision of the Board in the instant appeal.